



Colleges and Institutes

PUBLISHING DATE:
February 22, 2010

SPACE CLOSING:
January 17, 2010

MATERIAL DEADLINE:
February 17, 2010

Innovations need places to grow. Colleges and institutes provide the skills, the incubating environment, and the knowledge to bring new products to the marketplace. This special report – produced in co-operation with the Association of Canadian Community Colleges – will focus on the vital roles that colleges and institutes play in Canada’s social and economic fabric.

Among its topics this report will discuss:

Partnerships for prosperity. Working with businesses in over 1,000 communities, Canada’s 150 colleges and institutes are the primary post-secondary institutions for product development, prototyping and commercialization. Discover inspiring examples of these dynamic relationships.

R.O.I. Investments in college and institute applied research, development, and technology diffusion enhances Canada’s quality of life and our competitive advantage.

In demand. Canada is experiencing a crisis in advanced skills. While pressure on colleges and institutes to meet the needs of employers is intense, thousands of qualified stu-

dents, who with training would be employed immediately, languish on wait lists owing to a capacity shortfall. The cost of this lost opportunity for students, employers, governments and the economy is enormous.

Recapitalization. Four decades ago, Canada built college facilities with an anticipated life span of 40 years. These institutions remain positioned to deal with the skills crisis, but require recapitalization to meet today’s demand, to enhance productivity, and to build a sustainable knowledge economy. Canada’s needs a renewed partnership among all orders of government to expand and recapitalize college and institute capacity.

High impact. Colleges and institutes are integrally aligned with the needs of employers. With Program Advisory Committees continuously soliciting business and industry input to help guide curricula, colleges are on the leading edge of skills identification, economic trends and market shifts. Colleges encourage business formation and sustainability by growing the local talent pool, by re-skilling displaced

workers and by offering customized workplace training.

This special report will also contain the following editorial topics:

- Innovative college research and its role in Canada’s economy
- Case studies of students at different career stages enhancing their skills in college programs
- College presidents interviewed on pressing policy issues in the college sector
- Growing links between university and college degree programs
- Case studies of applied research projects

And on Globe Campus:

- An updated and enlarged guide to Canada’s high-profile, most sought-after college programs.

All this and more in this special report.

WHY REACH GLOBE AND MAIL READERS?

The Globe and Mail reaches the most educated, affluent and influential newspaper readership in Canada – significantly greater than any other national newspaper in Canada.

> *The Globe and Mail reaches more Canadians with:*

- A university graduate education, household income \$100K or higher, personal income \$60K or higher, senior management titles and manager/professional occupations than any other weekday newspaper in Canada

- Investors with portfolios of \$250,000+

> *The Globe and Mail reaches over 1.3 million readers daily from coast to coast.*

> *The Globe and Mail is the #1-read publication by Canada’s senior executives, read by 71% of all executives and by 76% of all presidents, CEO’s and Chairpersons.*

REACH YOUR AUDIENCE:

This special supplement will include a limited number of one-eighth, quarter-, half- and full-page advertising positions.

Bonus: The Globe will re-print additional copies of the report and provide a PDF e-version.

Included with your print advertisement, this report will appear online at globeandmail.com for 7 days and thereafter will be archived for 90 days.

Source: NadBank, PMB 2007/08



**Association of
Canadian
Community
Colleges**

THE GLOBE AND MAIL 

For more information:

Contact your Globe and Mail Account Manager, or Project Manager
Richard Deacon at 604.631.6636, or via e-mail at rdeacon@globeandmail.com